## NOTICE OF DECISION UNDER REGULATION 32 FILM POSTERS

## **DVD SLICK**

TO: The Film and Video Labelling Body Inc.

PO Box 2627 AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Screw It! Deeper Vol. 2

## is **Not Approved.**

The DVD slick is not approved because its content is highly degrading, dehumanising and demeaning to women. If the slick were submitted for classification in its own right, considerations under s3(3)(c) would lead to a classification of "Objectionable".

The front cover of the slick has a large, prominently placed, close-focus image of a woman's spread genitals during anal intercourse. A magnifying glass focuses attention on the anus and genitals. A crude cartoon image of a woman's labia, clitoris and vagina has been placed over the photograph. The inner labia have been coloured red and the cartoon is accompanied by text referring to the vagina being classified "objectionable". The cartoon image, rather than obscuring the splayed genitalia below, has the effect of focusing on them further. Its lurid colouring and the conspiratorial tone of the associated text increases the degrading and dehumanising effect of the image. This effect primarily results from its size and prominent position. A plethora of smaller images of women bending to splay their anuses for the camera or engaged in anal intercourse and other sexual activities surround this central image and continue on the back cover.

The large central image with its mocking cartoon overlay, the title's implied reference to the vigorous penetration of women's orifices, and the busy effect of the many smaller images combine to present a highly degrading, dehumanising and demeaning impression of the women depicted and promote the view of women as sexual utilities. The overall tone of the publication is not only objectifying but derogatory towards women.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if the slick were to be submitted for classification in its own right, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential to play a role in the formation or reinforcement of negative attitudes to women.

Date: 04 July 2007

For the Classification Office (signed):

OFLC No: 701424